



REVISIONS TO THE NOVEMBER 15, 1983
APPLE /// PRODUCTS CONFIDENTIAL DEALER PRICE LIST

* NEW APPLE /// PRODUCTS ADDED TO PRICE LIST

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A3M0040	A/// 128K Add-On Memory Kit	2
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C3B0013	Apple Writer /// Version 2.0	3
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* UNAVAILABLE APPLE /// PRODUCTS REMOVED FROM PRICE LIST:

A9P0302	Apple Color Plotter Starter Kit	2
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APPLE /// PRODUCTS CONFIDENTIAL DEALER PRICE LIST

NOVEMBER 15, 1983



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple /// Systems			(Each)						
† A3S0256	Apple /// 256K System (w/System Software)	4	2695.00	1617.00	1617.00	1617.00	1617.00	1617.00	1617.00
† A3P0004	Apple /// Business System, Part A		5330.00	3300.00	3300.00	3200.00	3100.00	3100.00	3100.00
Apple /// Disk Drives and Accessories									
† A3M0004	Disk ///	3	435.00	306.00	300.00	295.00	287.00	280.00	273.00
† A9M0005	ProFile™ Disk Drive		2195.00	1425.00	1340.00	1315.00	1280.00	1240.00	1215.00
A3T0005	ProFile™ Accessory Kit for A///	3	N/A	110.00	110.00	110.00	110.00	110.00	110.00
A3T0305	ProFile™ Sales Kit	1	N/A	100.00	N/A	N/A	N/A	N/A	N/A
Apple /// Printers and Accessories									
† A3M0025	Daisy Wheel Printer	2	2195.00	1384.00	1341.00	1309.00	1292.00	1276.00	1259.00
A3C0351	Daisy Wheel Accessory Kit for Apple ///	2	N/A	21.00	20.00	19.00	18.00	17.00	16.00
† A2M0072	Daisy Wheel Tractor Forms Feeder		279.00	184.00	179.00	174.00	168.00	163.00	157.00
A2M0074	Multi-Strike Ribbon (DWP) (6/pack)		10.50	40.00	39.00	38.00	37.00	36.00	36.00
A2M0081	Printwheel, Boldface (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0079	Printwheel, Courier 10 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0080	Printwheel, Gothic 15 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0078	Printwheel, Prestige Elite (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
† A2M0058	Dot Matrix Printer	2	675.00	419.00	406.00	393.00	381.00	371.00	361.00
A3C0350	Dot Matrix Accessory Kit for Apple ///	2	N/A	21.00	20.00	19.00	18.00	17.00	16.00
A2M0077	Cloth Ribbon (DMP) (6/pack)		10.50	42.00	40.00	39.00	38.00	37.00	36.00
† A3M0001	Silentype® Thermal Printer		350.00	230.00	224.00	218.00	211.00	204.00	197.00
A3M0013	Silentype® /// Conversion Kit		40.00	26.00	26.00	25.00	24.00	23.00	23.00
A2C0001	Silentype® Paper (box/10)		4.50	30.00	29.00	28.00	27.00	26.00	25.00

Notes:

* - New Product

† - Product eligible for floorplanning.

1 - Only one kit per dealership.

2 - The Apple Printers (DMP/DWP) and Accessory Kits for A/// are included in the total Suggested Retail Price. The Accessory Kits are sold with printers and not as a stand alone product to the consumer.

3 - The ProFile Disk Drive and A/// Accessory Kit are included in the total Suggested Retail Price. Accessory Kits are sold with ProFile and not as a stand alone product to the consumer.

4 - Includes A/// 256K Personal Computer, Monitor ///, ProFile Mass Storage System, ProFile Accessory Kit, Catalyst 2.0 Selector Software, and Systems Utilities Product Training Pak.

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple /// Monitors			(Each)						
† A3M0006	Monitor /// (12" B & W)		249.00	135.00	130.00	125.00	120.00	115.00	110.00
† A3M0039	Monitor /// (12" Green)		249.00	165.00	159.00	155.00	150.00	145.00	140.00
Apple /// Expansion and Interface Cards									
† D3D0098	Apple Softcard™ /// System		450.00	285.00	275.00	265.00	255.00	245.00	235.00
A3B0001	Apple /// OEM Prototyping Card		45.00	35.00	29.00	29.00	29.00	29.00	29.00
† A3B0007	Serial Card ///		225.00	148.00	144.00	140.00	135.00	131.00	127.00
† A3B0002	Universal Parallel Interface Card		225.00	146.00	140.00	137.00	132.00	128.00	123.00
Apple /// Miscellaneous Accessories									
A2D0000	Blank Diskettes (box/10)		50.00/bx10	31.50	28.00	27.00	26.00	26.00	25.00
A2G0001	Diskette Vinyl Pages (10/pack)		8.50/bx10	5.00	5.00	5.00	5.00	5.00	5.00
A2G0002	Software Binder (12/box)		11.00	83.00	81.00	78.00	74.00	71.00	68.00
† A3M0020	A/// Clock Calendar Kit (5/box)		50.00	175.00	173.00	170.00	165.00	160.00	158.00
A3M0010	Cursor ///		59.95	38.00	37.00	35.00	34.00	32.00	31.00
† A3M0040	A/// 128K Add-On Memory Kit	*	300.00	211.00	207.00	203.00	198.00	193.00	189.00
A3M0018	A/// 256K Memory Upgrade (Exchange)		600.00	520.00	508.00	496.00	496.00	496.00	496.00
A3M0019	Modem Eliminator Cable (5/box)		29.95	95.00	95.00	95.00	95.00	95.00	95.00
Apple /// Plotter and Accessories									
† A9M0302	Apple Color Plotter, Model 410	1	995.00	569.00	550.00	540.00	531.00	521.00	512.00
A3C0302	Apple Color Plotter Accessory Kit for A ///	1	N/A	35.00	34.00	33.00	33.00	33.00	33.00
A9C0300	Apple Plotter Overhead Transparency File (5/box)		39.95	108.00	104.00	102.00	100.00	98.00	96.00
A9C0301	Apple Plotter Paper Kit 8½ x 11 inch (5/box)		5.95	17.00	16.00	16.00	15.00	15.00	15.00
A9C0302	Apple Plotter Paper Kit 11 x 17 inch (5/box)		9.95	28.00	27.00	26.00	26.00	25.00	25.00
A9C0304	Apple Plotter Multi-Pen Capper Kit (5/box)		19.95	65.00	63.00	62.00	61.00	60.00	59.00
	Apple Plotter Paper and Transparency Pens (each packaged 5/box)		12.95	36.00	35.00	34.00	34.00	33.00	32.00

Paper Pens

	narrow (.3mm)	wide (.7mm)
Black	A9G0300	A9G0301
Red	A9G0304	A9G0305
Green	A9G0308	A9G0309
Blue	A9G0312	A9G0313
Combo 1	A9G0316	A9G0317
Combo 2	A9G0320	A9G0321

Transparency Pens

	narrow (.3mm)	wide (.7mm)
	A9G0302	A9G0303
	A9G0306	A9G0307
	A9G0310	A9G0311
	A9G0314	A9G0315
	A9G0318	A9G0319
	A9G0322	A9G0323

Notes:

- * - New Product.
- † - Products eligible for floorplanning.
- 1 - The Apple Plotter and Accessory Kit for A/// are included in the total Suggested Retail Price. The accessory kits are sold with the Plotter and not as a stand alone product to the consumer.
- 3 - Includes one pen each of Black, Red, Green and Blue.
- 4 - Includes one pen each of Violet, Burnt Orange, Gold and Brown.

Product	Description	Notes	Su Ret Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
Apple /// Business Software			(Each)			
C3B0003	Apple Access ///		150.00	97.00	5	90.00
† A3D0019	AppleFile ///		325.00	146.00	5	130.00
A3D0003	Apple /// Mail List Manager		150.00	95.00	5	90.00
† A3D0030	Apple/NPL ///		650.00	423.00	5	403.00
A3D0024	Apple Speller ///		175.00	114.00	5	105.00
A3H0001	Apple Writer/Speller /// Bundle	*	395.00	257.00	N/A	N/A
C3B0013	Apple Writer ///	*	275.00	179.00	5	165.00
† C3B0001	Apple Writer ///		225.00	146.00	5	135.00
† D3D0002	BPI Accounts Payable		495.00	297.00	5	282.00
† D3D0003	BPI Accounts Receivable		495.00	297.00	5	282.00
† D3D0005	BPI Payroll		495.00	297.00	5	282.00
† D3D0001	BPI General Accounting		495.00	297.00	5	282.00
C3B0002	Business Graphics ///		175.00	113.00	5	105.00
D3D0007	Micro/Courier ///		125.00	75.00	5	70.00
† A3D0022	Professional Solution Software Box		350.00	200.00	N/A	N/A
A3D0020	Quick File* ///		100.00	60.00	5	58.00
C3B0004	Script ///		125.00	81.00	5	75.00
† C3B0005	Senior Analyst ///		350.00	140.00	5	130.00
† A3D0002	VisiCalc* ///		250.00	165.00	5	150.00
Apple /// Languages & Operating Systems Software						
A3D0004	Apple /// Business BASIC		125.00	80.00	5	75.00
† A3D0021	Apple /// COBOL		495.00	322.00	5	307.00
† A3D0005	Apple /// Pascal		300.00	195.00	5	185.00
C3S0001	Pascal Utility Library		75.00	48.00	5	45.00
A3D0018	Apple /// Record Processing Services		50.00	33.00	5	30.00
Apple /// Reference Manuals						
A3L0002	Apple Business Basic Manual Volumes 1 & 2 (5 sets/box)		30.00	90.00		
A3L0023	Device Driver Writer's Guide		25.00	15.00		
A3L0004	Pascal Introduction, Editor and Filer (8/box)		20.00	96.00		
A3L0005	Pascal Program Preparation Tools Manual (8/box)		20.00	96.00		
A3L0003	Pascal Programmer's Manual Two Volume Set (4 sets/box)		30.00	72.00		
A3L0006	Pascal Technical Reference Manual		50.00	30.00		
A3L0027	SOS Reference Manual Two Volume Set		50.00	30.00		
Apple /// Product Training Paks						
C3Z0002	PTP - Apple /// Business Graphics		40.00	20.00	5	20.00
A3Z0003	PTP - Apple /// System Utilities		40.00	20.00	5	20.00
C3Z0001	PTP - Apple Writer ///		40.00	20.00	5	20.00
A3Z0001	PTP - Mail List Manager		40.00	20.00	5	20.00
C3Z0003	PTP - Senior Analyst ///		40.00	20.00	5	20.00
A3Z0002	PTP - VisiCalc* ///		40.00	20.00	5	20.00

Notes:

* - New Product.

† - Product eligible for floorplanning.

Product	Description	Note	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
AppleCare Carry-in Service for Apple /// Products			(Each)						
SC30019	Apple /// Business System, Part B	1	288.00/yr	150.00/yr					
SC30009	Apple /// Personal Computer		120.00/yr	78.00/yr					
SC30012	Disk ///		36.00/yr	23.00/yr					
SC30011	ProFile™ Disk Drive		150.00/yr	98.00/yr					
SC30010	Daisy Wheel Printer		150.00/yr	98.00/yr					
SC20005	Dot Matrix Printer		60.00/yr	39.00/yr					
SC20004	Silentype® Printer		48.00/yr	30.00/yr					
SC30013	Monitor ///		18.00/yr	12.00/yr					
SC30015	Color Plotter		48.00/yr	31.00/yr					
A2F0152	AppleCare Carry-In Service Registration Form (25/pack)			N/C	N/C				

Notes:

*- New Product.

- 1- The Apple /// Business System Part A and AppleCare for the Apple /// Business System Part B should be sold together to the consumer.

Product	Description	Notes	Qty Per Pack	Max Order Qty/Pack
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Sales Aids (No Charge Items)

A2F0152	AppleCare Carry-In Service Registration Forms		25	1
A2F0122	AppleCare Carry-In Service Flyer		100	1
A2F0065	Co-op Claim Form		10	2
A2F0076	Co-op Prior Authorization Request form		25	2
A2F0016	Co-op Radio/TV Sheet		1	10
A2F0151	Christmas Collection	*	25	1
A2F0010	Apple Collection Gift Catalog		25	1
A2F0006	Apple Logo Poster		2	5
A2F0001	Large Logo Decals		200	1
A2F0002	Small Logo Decals		200	1

Literature (No Charge Items)

† A3F0149	Apple /// Accounting Series Brochure		50	2
A2F0146	Data Base Brochure		25	2
A2F0150	Education News Vol. 4 #3		25	2
A2F0135	Intelligent Choices Brochure		50	2
A2F0124	Product Training Workshop Brochure		25	2
A2F0144	Small Business Market Brochure		25	2

Data Sheets

A2F0036	Apple Business BASIC		25	2
A2F0121	Apple Color Plotter		50	2
A3F0147	Apple /// Data Sheet		50	2
A3F0086	Apple /// COBOL		50	2
A2F0053	Apple /// OEM Prototyping Card		25	2
A3F0035	Apple /// Pascal		25	2
A3F0125	Apple Speller ///		25	2
A3F0117	Apple Writer ///		50	2
A2F0148	Daisy Wheel Printer		25	2
A2F0047	Disk ///		50	2
A2F0110	Dot Matrix Printer		25	2
A2F0033	Mail List Manager		25	2
A3F0088	MICRO/Courier ///		25	2
A2F0048	Monitor ///		25	2
A3F0057	ProFile™		50	2
A3F0072	Record Processing Services		50	2
A2F0045	Silentype® Thermal Printer		25	2
A3F0069	Softcard™ ///		50	2
A2F0037	Sophisticated Operating System SOS		25	2
A2F0051	Universal Parallel Interface Card (A//)		25	2
A3F0034	VisiCalc® ///		25	2

Notes:

* - New Product

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Training Aids			(Each)						
† A3G0016	Apple /// ... A Beginning Product Training Workshop		550.00	275.00	275.00	275.00	275.00	275.00	275.00
A3G0017	Apple /// ... A Beginning Reference Workbook (25/pack)		2.50	62.50	62.50	62.50	62.50	62.50	62.50
† A3G0018	Apple ///...Getting Organized Product Training Workshop	*	500.00	250.00	250.00	250.00	250.00	250.00	250.00
A3G0019	Apple ///...Getting Organized Workbooks (25/pack)	*	2.50	62.50	62.50	62.50	62.50	62.50	62.50
† A9G0050	Horizons Small Business Seminar		N/A	250.00	250.00	250.00	250.00	250.00	250.00
A9G0051	Horizons Seminar Workbook (25/pack)		N/A	45.00	45.00	45.00	45.00	45.00	45.00
A9G0201	Apple Has The Answers (25/pack)		1.50	15.00	15.00	15.00	15.00	15.00	15.00
A3G0004	Apple /// Management Demo Book		N/A	75.00	75.00	75.00	75.00	75.00	75.00
A2G0020	Personal Computer Demo Master		N/A	100.00	100.00	100.00	100.00	100.00	100.00
Sales Aids									
A7L0002	Apple Credit Plan Applications (100/pack)	*	N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2G0013	Apple Mylar Banner		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2G0033	Apple Plastic Carry Bags (200/box)		N/A	20.00	20.00	20.00	20.00	20.00	20.00
A2G0016	Apple Presentation Folders (10/pack)		N/A	7.00	6.00	6.00	6.00	6.00	6.00
A3G0014	Point-of-Sale Disk & Literature Rack		N/A	65.00	65.00	65.00	65.00	65.00	65.00
A3G0013	Point-of-Sale Display		N/A	70.00	70.00	70.00	70.00	70.00	70.00
A2G0045	Software Sells Poster (5/pack)		N/A	5.00	5.00	5.00	5.00	5.00	5.00
Literature									
A3L0038	Apple /// Software Resource Guide (10/pack)	*	N/A	15.00	15.00	15.00	15.00	15.00	15.00
A2L0065	Apple In Depth Software Catalog (25/box)		3.00	20.00	20.00	20.00	20.00	20.00	20.00
A9G0200	Guide to Personal Computers In Education (25/pack)		1.95	20.00	20.00	20.00	20.00	20.00	20.00
A2L0061	Journal Courseware Vol. 1 #1 (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2L0062	Journal Courseware Review Issue (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2G0034	Personal Computers In Business Guide (25/pack)		2.95	20.00	20.00	20.00	20.00	20.00	20.00
A2G0035	Personal Guide to Personal Computers (25/pack)		2.50	20.00	20.00	20.00	20.00	20.00	20.00

Note:

* - New Product.

† - Product eligible for floorplanning.

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 ProFile is Apple's trademark for its 5-megabyte mass storage devices.
 Softcard is a trademark of Microsoft Corporation.
 Visicalc is a registered trademark of VisiCorp.

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 Products subject to discontinuation without notice.
 Quantity prices apply to single delivery, single location.